

6. Local Content & Services Report

Telling Public Radio's Story

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2016. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Our 9-member KNBA CAB helps identify community issues and prioritize our programming. We address the goals of community service in multiple ways including KNBA's Morning Show which brings in live guests to promote Alaska Native culture, arts and public service. Within the last year we've helped over 50 organizations promote services and activities including the Native Youth Olympics, Southcentral Foundation Health Fairs, Anchorage Museum, the Alaska Native Heritage Center, Veteran's History Project, Meals on Wheels, and many more. The program schedule includes a daily live Talk Show that is available for local and national call-in. Our on-air community calendars prioritize listings of events, services and organizations representing Native interests and activity. We regularly use 2 minute modular programming to educate on Native culture, Native Games (Native Youth Olympic profiles), and Youth-created content. In 2017, our on air schedule opened new access for volunteers that we train to operate our general music programming. Being a volunteer music DJ is an attractive 'first step' into the world of learning original voice productions. Our programming goal is to share Native voices so that they're heard as a regular part of the larger, urban broadcast soundscape.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

- KNBA's annual live broadcast production of the three-day Alaska Federation of Natives (AFN) Convention partners with multiple public radio stations in the State to create a product that is used by over 20 stations statewide. The AFN Convention is the largest representative annual gathering in the United States of any Native peoples. Policy guidelines and advocacy statements are set by the dozens of resolutions passed by voting delegates at the Convention.
- KNBA has continued production of innovative multimedia projects using contracted producers. Projects focus on telling public affairs stories through Native voices. A representative project, Alaska Water Wars, is found at www.alaskawaterwars.org.
- KNBA partners with other local nonprofits to promote initiatives on Environmental Awareness, Native Health, and Arts and Culture. Within the last year we've worked directly on events with organizations including the Cook Inlet Tribal Council, Southcentral Foundation, Kachemak Bay Conservation Society, The Alaska Independent Musicians Initiative and more.
- KNBA creates programming which specifically encourages youth voices to be heard. We partner with organizations to train youth and community members to be better communicators in a variety of media, provide internships for high school and college students, and regularly broadcast youth-produced programming. We partner with The Alaska Teen Media Institute to run annual workshops training Native youth on interview and storytelling production. We also collaborate with them to offer a monthly Teen-produced radio show on KNBA.

6. Local Content & Services Report

<p>3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.</p>	<p>KNBA has pursued partnerships with the intent to promote an urban awareness of Native culture and identity, and a connection with remote rural communities in our state. We have addressed Native culture within our urban environment through our broadcasting of Native Language and Native Artist Profiles, Native community activities and partnering with groups who reach out to serve and promote Native pride. The impact is felt in a growing whole community awareness of Native culture within our urban environment.</p>
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6. Local Content & Services Report

<p>4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2016, and any plans you have made to meet the needs of these audiences during Fiscal Year 2017. If you regularly broadcast in a language other than English, please note the language broadcast</p>	<p>The effort to investigate community needs is lead by our Community Advisory Board which has taken the lead in developing and executing audience surveys to understand the programming needs and ensure strong consideration of new proposals which are hosted by Alaska Native voices and perspectives. Our Community Advisory Board is be made up of a majority Alaska Native members and others who represent our diverse community. We also prioritize genres which do not exist on other radio formats. Our volunteer program hosts are themselves representative of the overall community's cultural diversity.</p>
<p>5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?</p>	<p>The impact is felt most in the ability to attract and secure quality producers who can put a professional touch to sharing the voices unique to our goals and mission. CPB funding impacts KNBA's ability to provide the structure necessary for quality producers to produce and train new talent. Funding impacts our ability to stay an active player in the media landscape while airing programs for underserved voices rather than regressing our program schedule into a sole purpose of simple audience size.</p>